

Marketing Management: Co-op Work Term Report Guidelines

Work Term Four: Co-op Contribution Review

Your co-op work term should give you practical exposure to and experience in commerce. It should ensure that you are "thinking" about what you are learning and your personal development, not just "doing" your work. The work term will allow development in the following crucial areas:

- general business practices
- your area of specialization
- professional development
- personal development

DESCRIPTION AND REQUIREMENTS

The work term will bring the challenges of transition from school to work, and you will learn several skills essential to success in the business environment. This report will allow you to reflect and write about a significant contribution you made over the years that contributed to business development. You will also reflect on your personal and professional growth and how it relates to your contribution. Personal development includes improving interpersonal, communication or other social skills that have allowed you to work more effectively. Professional development will consist of how you practiced or improved a skill, learned a new task, solved a specific problem with measurable results or other professional objectives that enabled you to enhance your work experience.

Choose one topic from the following Business Development Topic List (this is the theme of your report) and choose two topics from the Personal Development Topics List below to build support for your theme (or suggest a similar topic to your Faculty Advisor if you wish).

Business Development Topic List (choose one):

- Business communication
- Change management
- Confidentiality within the workplace
- Corporate culture, organizational structure
- Diversity
- Employee training, performance & evaluation
- Employee recruitment and retention
- Ethics
- Innovation
- Leadership
- Motivation
- Networking
- Product and Service Quality
- Professionalism within the workplace
- Teamwork within an organization

Personal Development Topics List (choose two):

- Critical thinking
- Influencing and negotiating techniques
- Teamwork
- Leadership
- Personal Motivation
- Persistence
- Courage
- Patience
- Initiative/Creativity

Once you have chosen one Business Development topic/theme from the first list, submit a paper as a business report, approximately six (6) pages in length, single-spaced with double-spaces between paragraphs, that describes your chosen business topic, and discuss your contribution to this theme.

Your contribution to this topic/theme will be illustrated with your chosen two “Personal Development Topics” from the second list posted above. Describe why you chose these personal development topics. Explain how they contributed to your professional development and the success of your chosen topic/theme.

COMPONENTS OF YOUR REPORT

Cover page: Include your name, student ID number, the name of your employer, the title of your report and the term that you worked for the employer (e.g., Summer 2023).

Introductory Letter: Address your letter to your Faculty Advisor. Please include in your letter information about where you worked, your position title, your main responsibilities/projects, the topic of your report, and acknowledge your employer for their assistance during your work term.

Table of Contents: Please include a table of contents that lists the main headings in your report. It gives the reader a good overview of what is covered in your report.

The report: Your report is not an academic essay. Please use subheadings, as in a business report, and ensure you professionally construct your report. Share your experience. Tell us what you learned. Share your insights. If you can support your insights with additional research, you are welcome to do so.

References: Use APA format for your references; if you need clarification on this format, there are many references on the internet. Please ensure that you cite all references (when applicable) within the body of your report.

Confidential report nature: Because of the confidential material in your portfolio, you should not seek your supervisor's signature on the Employer Work Term Report Evaluation. Your supervisor's signature is not required for this work term report submission. The portfolio will include personal information regarding past work term skill development and other details that will be viewed only by yourself and your Faculty Advisor. However, be careful not to display a confidential report you have done for a company without prior approval from your supervisor.

SUBMISSION OF YOUR WORK TERM REPORT

Work term reports are due five class days following the four-month work term. Please email your work term report to your Co-op Faculty Advisor at mkmncoop@uoguelph.ca. Reports are due by 4:30 pm on the due date. Reports received late without prior arrangement with your Co-op Faculty Advisor may be assigned a maximum grade of satisfactory.

Your Co-op Faculty Advisor will grade your report during the semester it was submitted.

Should you have any questions regarding your work term report, please get in touch with your Faculty Advisor at mkmncoop@uoguelph.ca.